



**CITY OF SUNNYVALE
REPORT
Heritage Preservation Commission**

November 10, 2004

SUBJECT: **2004-0805 – Newton Wong** [Applicant] **Nicholas M And Sueanne Gera Et Al** [Owner]: Application on a 3,125 square foot site located at **155 South Murphy Avenue** DSP-2 (Downtown Specific Plan/ Subdistrict 2) Zoning District. (APN: 209-06-009):

Motion Landmark Alteration Permit to allow the addition of a new awning sign to a structure in the Murphy Station Landmark District.

REPORT IN BRIEF

Existing Site Conditions Two-story commercial building

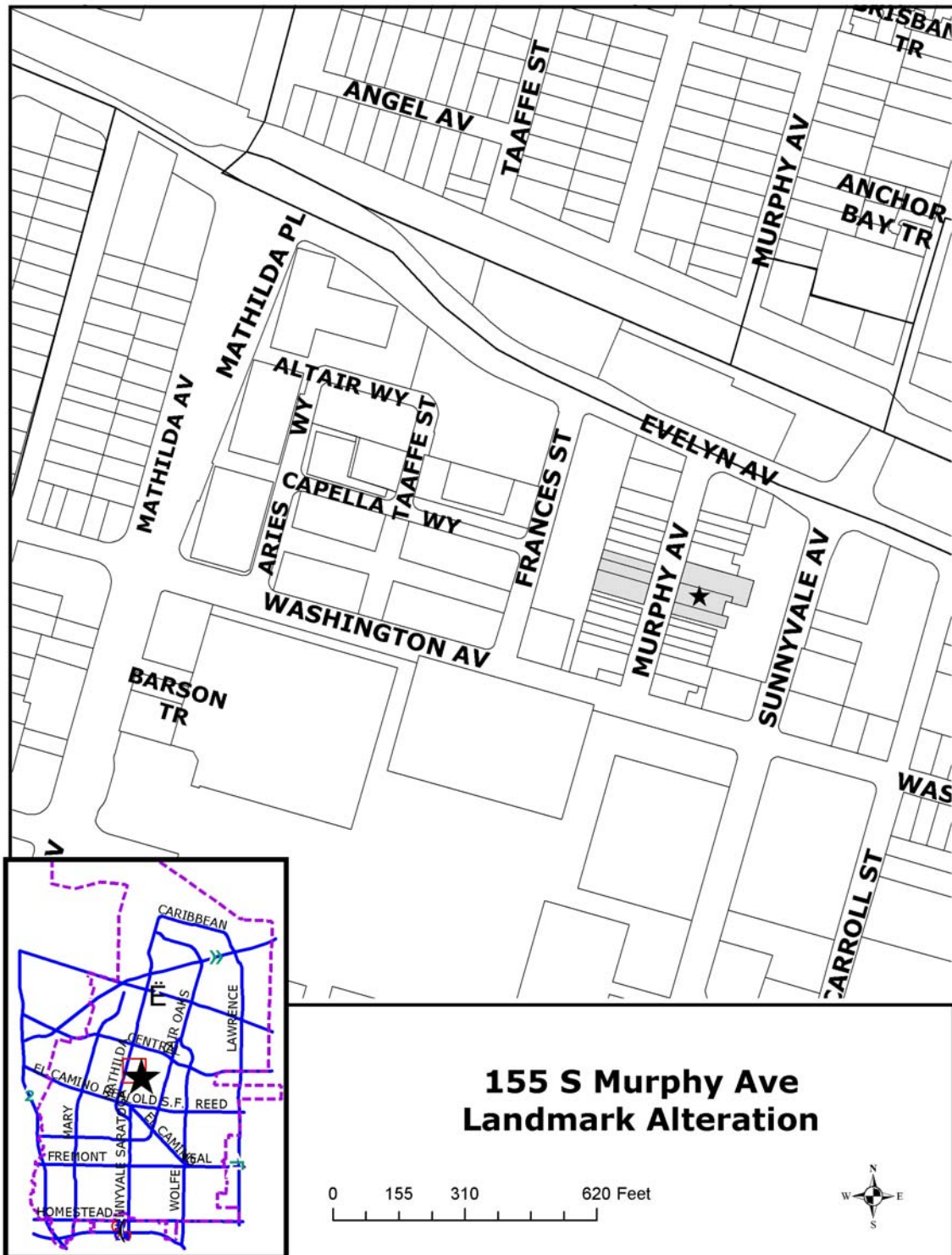
Surrounding Land Uses

North	Historic Commercial
South	Historic Commercial
East	Historic Commercial – across Murphy Avenue
West	Historic Commercial

Issues Design Consistency with Murphy Avenue Design Guidelines

Environmental Status A Class 11 Categorical Exemption relieves this project from California Environmental Quality Act provisions and City Guidelines.

Staff Recommendation Approval with Conditions



PROJECT DATA TABLE

	EXISTING	PROPOSED	REQUIRED/ PERMITTED
General Plan	Downtown Specific Plan	Same	Same
Zoning District	DSP-2	Same	Same
Lot Size (s.f.)	3,125	Same	No min.
Gross Floor Area (s.f.)	4,950	Same	N/A
Lot Coverage (%)	79%	Same	100% max.
Building Height (ft.)	1	1	1
No. of Stories	2	Same	2 max.

ANALYSIS**Background**

Previous Actions on the Site: The following table summarizes previous planning applications related to the subject site.

File Number	Brief Description	Hearing/Decision	Date
2003-0729	Outdoor seating on Murphy Ave.	Staff/Approved	10/23/03
1998-0226	Restaurant Sign	Staff/Approved	4/16/98

Description of Proposed Project

This application is for a new awning at 155 S. Murphy Avenue (See Exhibit C). The proposed awning is made of canvas, is Seagrass green in color and is curved type awning which extends 28 inches from the building façade. The applicant proposes to have white letters painted on the awning for signage. The awning is proposed to span the entire façade of the building on Murphy Avenue and is 19 feet in length and 27 inches in width. The proposed awning will be supported by a steel tube structure as shown and described in Exhibit C.

Staff review of the proposed awning addition evaluated the compatibility of the awning style with the building architectural style and within the larger context of the street's historic character. Awning material and color and proposed signage were included in the review.

Environmental Review

A Class 11 Categorical Exemption relieves this project from California Environmental Quality Act provisions. Class 11 Categorical Exemptions cover accessory structures including signs.

Site Layout: The existing structure is a two story Neo-Italianate building with no setbacks (See Exhibit D- Site Photos). The building covers 79% of the site. In the DSP-2 Zoning District, no setbacks are required. Adjacent uses are commercial/restaurant uses and the City's public parking lot to the rear. No on-site parking or landscaping is required for the DSP-2 Zoning District.

Compliance with Development Standards

The proposed addition of a canvas awning is in conformance with the Murphy Avenue Design Guidelines, which allows awnings and notes that "Awnings are a colorful way to create an inviting pedestrian environment in front of one's store as well as being able to contribute to the distinctive image of ones business."

Expected Impact on the Surroundings

Staff believes that the proposed addition of an awning will improve the Murphy Avenue streetscape and elevation of the building. It will not adversely affect the visual integrity of the historic district.

General Plan

The following goals and policies were considered to determine conformance with the General Plan:

General Plan Sub-Element	Goal or Policy	Comments
Heritage Preservation Sub-Element	<i>Policy 6.3B.3: Enhance the visual character of the city by preserving diverse as well as harmonious architectural styles and design preferences which reflect various phases of the City's history and cultural traditions of past and present residents.</i>	The proposed alteration to the building façade helps enhance the aesthetic quality of the street.

Murphy Avenue Design Guidelines

The Murphy Avenue Design Guidelines Development Plan do not describe this building since the building was constructed in 1998 and the Design Guidelines were produced in 1994. Staff considers the proposed awning to be in conformance with the Murphy Avenue Design Guidelines. The proposed awning will be in conformance with other canvas awnings along Murphy Avenue.

Design Guideline	Goal or Policy	Comments
Murphy Avenue Design Guidelines	<i>Awnings can provide the main signage area or supplement wall signs and window graphics.</i>	The proposed awning provides opportunity for signage that is in character with the Murphy Avenue street-scape.

Findings, General Plan Goals and Conditions of Approval

Staff was able to make the required Findings based on the justifications for the Landmark Alteration Permit.

- Findings and General Plan Goals are located in Exhibit A.
- Conditions of Approval are located in Exhibit B.

Fiscal Impact

No fiscal impacts other than normal fees and taxes are expected.

Public Contact

Notice of Public Hearing	Staff Report	Agenda
<ul style="list-style-type: none"> • Published in the <i>Sun</i> newspaper • Posted on the site • <u>12</u> mailed to the adjacent property owners of the project site 	<ul style="list-style-type: none"> • Posted on the City of Sunnyvale's Website • Provided at the Reference Section of the City of Sunnyvale's Public Library 	<ul style="list-style-type: none"> • Posted on the City's official notice bulletin board • City of Sunnyvale's Website • Recorded for SunDial

Alternatives

1. Approve the Landmark Permit subject to the Conditions of Approval.
2. Approve the Landmark Permit subject to modified Conditions of Approval.
3. Deny the Landmark Permit.

Recommendation

Alternative 1.

Prepared by:

Steve Lynch
Project Planner

Reviewed by:

Gerri Carruso
Principal Planner

Attachment:

- A. Recommended Findings
- B. Recommended Conditions of Approval
- C. Proposed awning and signage
- D. Site Photos

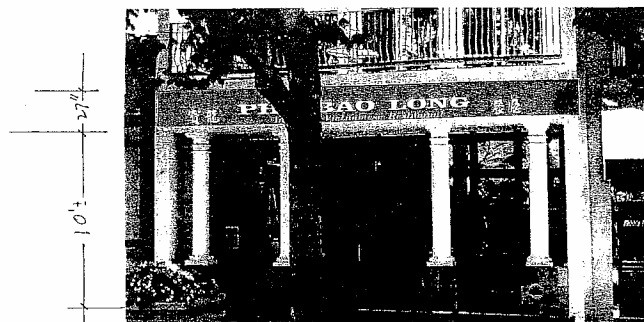
Recommended Findings – Landmark Alteration Permit

1. The proposal will be consistent with the purposes of the Heritage Preservation Ordinance. The project is compatible with the Murphy Avenue streetscape and the Murphy Avenue Design Guidelines. More specifically, the Murphy Avenue Design Guidelines state that brightly colored canvas awnings add a cheery note to the streetscape and can create a delightfully luminous color as seen from the inside. Although the proposed green colored awning may not be considered very bright, it will provide color and signage to the streetscape.

Recommended Conditions of Approval – Landmark Alteration Permit

In addition to complying with all applicable City, County, State and Federal Statutes, Codes, Ordinances, Resolutions and Regulations, Permittee expressly accepts and agrees to comply with the following conditions of approval of this Permit:

1. The Landmark Alteration Permit shall expire two years from the date of approval by the final review authority if not executed or if the use is discontinued.
2. Obtain all necessary Building Permits.
3. The signage on the proposed awning shall be accordance with the Sign Ordinance. Phone numbers and such information is not allowed.
4. Fabric/canvas awnings shall be replaced at least every five years. Any change in color, material, or design is subject to review and approval by the Director of Community Development.
5. The property owner/tenant to provide for necessary liability insurance of the proposed structure over the public right-of-way.
6. The existing wall sign shall be removed.



AWNING/SIGNAGE PROPOSED

COLORS AND MATERIALS

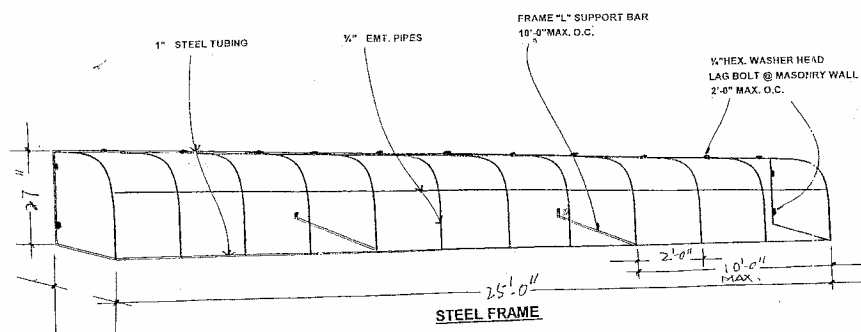
FRAMES- 1" STEEL TUBING & 3/4" EMT. STEEL PIPES
ALL CONNECTIONS TO BE 3/16" WELDED

CANVAS- "SUNBRELLA" #6045 Seagrass Green

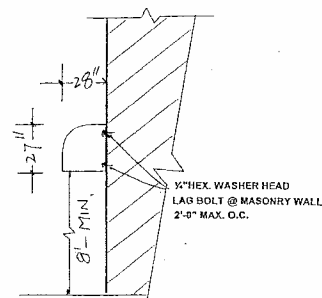
LETTERS- PAINTD WHITE



TOTAL LINEAR = 25'
TOTAL SIGNAGE = 23 SQ.FT.



CONSTRUCTION DETAIL



SIDE ELEVATION



Address:
155 S Murphy Ave
Sunnyvale, CA 94086-6113

155 S. MURPHY AVE

ATTACHMENT D

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